



WASATCH COUNTY TOURISM PROFILE

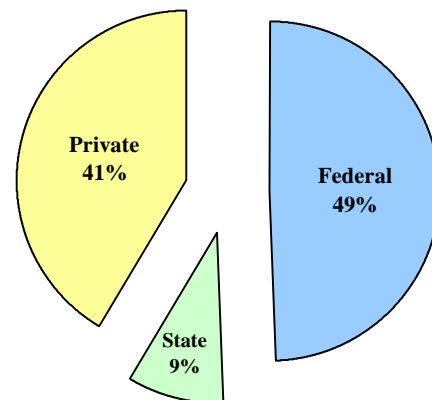
County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	13,075	13,307	14,132	14,560	15,433	15,947	3.3%	15
Total Non-Ag Employment	3,505	3,816	4,096	4,686	4,698	4,753	1.2%	16
Non-Ag Avg Monthly Wage	\$1,397	\$1,454	\$1,583	\$1,689	\$1,834	\$1,898	3.5%	15
Per Capita Income	\$18,686	\$20,023	\$20,144	\$20,991	\$21,547	\$22,424	4.1%	9
Unemployment Rate	4.4%	3.9%	4.9%	5.0%	4.5%	5.5%	1.0%	18
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$38.9	\$40.7	\$44.5	\$47.9	\$49.2	\$47.1	-4.3%	11
Travel & Tourism Related Employment	716	747	823	898	932	936	0.4%	11
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from Traveler Spending	\$808	\$846	\$925	\$997	\$1,024	\$979	-4.4%	11
Gross Taxable Room Rents	\$4,408	\$6,290	\$6,458	\$6,868	\$7,273	\$6,983	-4.0%	13
Transient Room Tax	\$132.2	\$188.7	\$193.7	\$206.0	\$218.2	\$209.5	-4.0%	13
Restaurant Tax	\$135.2	\$145.1	\$156.8	\$190.3	\$185.4	\$209.7	13.1%	12
Car Rental Tax	--	--	--	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$104.3	\$118.5	\$136.6	\$155.8	\$171.7	\$174.0	1.3%	14
REGIONAL VISITATION COUNTS								
I-80 UT/WY Traffic Count	3,962,075	4,294,225	4,374,525	4,731,130	4,861,800	5,082,625	4.5%	
SR-40 UT/CO Traffic Count	501,875	532,535	534,725	559,545	554,800	596,045	7.4%	
Skier Days at Utah Resorts	3,042,767	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574	-9.3%	
Wasatch Mountain S.P.	835,571	886,137	880,669	896,917	930,152	923,988	-0.7%	
Deer Creek S.P.	161,437	99,191	153,055	197,547	253,523	291,124	14.8%	
Utah Lake S.P.	638,381	705,073	734,995	431,702	405,563	276,475	-31.8%	
Jordanelle S.P. (2 Locations)	315,644	331,762	310,648	342,200	262,010	192,005	-26.7%	
Timpanogos Cave N.M.	97,250	112,777	119,074	122,768	115,115	126,270	9.7%	
Rockport S.P.	376,285	275,571	210,015	245,406	152,605	117,505	-23.0%	
Starvation S.P.	119,553	98,689	101,652	100,049	95,302	100,337	5.3%	

Land Ownership - 1999		
	No. of Acres	% Total
Total Acres in County	758,401	100.0%
Federal Government	373,665	49.3%
BLM	3,271	0.4%
US Forest Service	370,393	48.8%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	69,818	9.2%
Utah State Parks & Recreation	22,974	3.0%
Utah State Wildlife Reserves	28,094	3.7%
State Trust Lands	18,750	2.5%
American Indian	3,021	0.4%
Private**	311,896	41.1%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Wasatch County Tourism Profile

